

Attorney Docket No. 16715-82373
Express Mail No. EL 638 689 776 US
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS: ARTHUR W. DETORE, M.D., M.B.A.
MARK K. CLARE

INVENTION: METHOD FOR STRUCTURING UNSTRUCTURED DOMAINS
TO CREATE VALUE

Barnes & Thornburg
600 One Summit Square
Fort Wayne, Indiana 46802
(219) 423-9440

SPECIFICATION

To All Whom It May Concern:

Be it known that Arthur W. DeTore, M.D., M.B.A., and Mark K. Clare, citizens of the United States of America, residing at 14118 Whiskey Creek Drive, Fort Wayne, Indiana 46804, and 1002 Kensington Boulevard, Fort Wayne, Indiana 46805, respectively, have invented certain new and useful improvements in a

METHOD FOR STRUCTURING UNSTRUCTURED DOMAINS
TO CREATE VALUE

of which the following is a specification.

FWDS01 GZC 132978

METHOD FOR STRUCTURING UNSTRUCTURED DOMAINS TO CREATE VALUE

RELATED APPLICATIONS

This application is based upon United States Patent Application Serial No.
5 60/189,946 filed on March 16, 2000, the complete disclosure of which is hereby expressly
incorporated by reference.

FIELD OF THE INVENTION

The invention relates to a method of managing the knowledge of an organization by
structuring the knowledge into assets in a way that creates value.

BACKGROUND AND SUMMARY

An organization's assets are often defined by reference to tangible assets, such as
capital, equipment, physical structures, and materials owned by the company. Assets,
however, may also include intangibles, such as patents, copyrights, trademarks, good will,
and trade secrets. In fact, collective knowledge that the organization holds may be an asset
as well.

Knowledge can be defined in many different ways. For example, knowledge may
be defined as information organized for problem solving or action. Knowledge may also be
defined as the interaction between and the experiences held by people. Or, knowledge may
be defined as simply a justified true belief held by someone. In other words, knowledge may
mean different things to different people. Most often though, any type of knowledge,
regardless how it is defined, can have value to someone. In the business community, for
example, knowledge in a particular area or discipline that is held by a company has value to
itself, but also to others, such as customers or competitors. This knowledge can, hence forth,